

# VIDEO SCRIPT

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**ADOT ROUNDABOUT “CRASH-A-RAMA /The Modern Roundabout”**

**PREPARED FOR: ADOT • PSA inc.**

**WRITERS: SHARON ARTHUR • RANDY MURRAY**

**PRODUCTION COMPANY: RANDY MURRAY  
PRODUCTIONS**

**DRAFT: Final**

**DATE: April 17, 2007**

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**A U D I O**

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FADE IN:

1.1. EXT. Medium wide shot of female host walking toward the camera through an empty intersection.

**HOST:** If all drivers act responsibly ... if they follow the rules and pay attention, an intersection can be a safe place to be.

But if someone makes a mistake ...

... or is distracted

1.1. EXT. host in the intersection, she reacts to the sfx

**SFX:** CRASH

... busy talking on the phone

... or has had too much to drink,

... the consequences can be deadly.

Two cars collide in a T-bone accident right behind her. She looks back over her shoulder as if nothing had happened.

**SFX:** CRASH

That's why we're seeing more and more Modern Roundabouts in communities across the country and around the world.

Two cars collide in a T-bone accident right in front of her.

**SFX:** CRASH

... And from where I'm standing ... it seems like a really good idea.

ANIMATED OPEN

MUSIC UP FULL AND UNDER

**VOICE OVER (MALE):**

Communities throughout the state are considering a new method of moving traffic. Please join us for a short

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1.6. HOST IS DRIVING A CAR,  
SERIES OF CUTS  
FOLLOWING HER ACTION

1.7. Cut to shot of congested  
intersection.

1.8. Cut to series of shots of Host  
and others driving through a  
roundabout.

1.9. Inter-cut between live action  
and an animation of arrows  
traveling all four basic options  
of a four-point roundabout.

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**A U D I O**

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introduction to the Modern Roundabout.

**HOST:** If you are unfamiliar with the Modern Roundabout, you should know it is designed to improve traffic capacity and save lives. It is better for the environment and really easy to maneuver.

Unlike traditional intersections where traffic stops and waits,

a modern roundabout is a circular intersection that converts all entering movements into right turns. There are no traffic signals or stop signs, but there are yield signs at every entrance to the roundabout. Also, because of its geometric design, it has the ability to calm traffic and reduce delays.

Here's how it works:

As you approach the Roundabout, think about where you are going and how you are going to get there.

And then pull into the marked lane that will take you there.

Next: slow down. The design of the modern roundabout actually leaves no choice but to go slowly.

As you slow down, you will look to your left and if there is traffic already in the roundabout, you yield. That means stop and let them pass. When the traffic has cleared and there is an opening, you may proceed through the roundabout.

Again – slow down as you approach, move into your proper lane, look left, yield to

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**V I S U A L**

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1.10. EXT. host in the intersection

Two cars collide in an accident right behind her.

ADOT LOGO

2.1 Video opens with host in intersection

2.5 Cut to crash footage

2.1 Host standing in the intersection

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traffic on your left and move right. And then just exit the roundabout in the direction you want to go.

That's it really. Motorists at modern roundabout intersections don't face traffic lights, they do slow down, and they are required to pay attention.

It's as simple as that ... and an alternative to this ...

**SFX:** CRASH

**HOST:** An ordinary intersection ...

How many times have you witnessed irresponsible drivers speed up to make it through a *very* red light? Or fly past a stop sign as if it didn't exist?

For their victims, just *one time* is too many.

**SOUND:** CRASH!

**HOST (cont.):** Across America and around the world, governments, engineers, the insurance industry, and ordinary citizens have researched the problems with irresponsible and careless driving – looking for ways to make our streets and roadways safer.

The answer is an old idea with a modern twist. It's called the Modern Roundabout. And it works phenomenally well.

**MUSIC:** UP FULL AND UNDER

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**V I S U A L**

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2.7 ANIMATED OPEN

2.8 HOST AT THE INTERSECTION  
WITH TRAFFIC WAITING

2.9 HOST IS DRIVING A CAR,  
SERIES OF CUTS  
FOLLOWING HER ACTION

2.10 Cut to roundabout sign

2.11 Dissolve to matching high  
shot of a roundabout with  
animated arrows showing the  
options

2.12 Cut to shot of 'slow down'  
sign, pan to host driving.

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**A U D I O**

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**VOICE OVER (MALE):** The Arizona

Department of Transportation has created  
this short program to help you appreciate  
and be more familiar with the Modern  
Roundabout.

**HOST:** Unlike a traditional intersection where  
traffic stops and waits for a turn to cross, a  
Modern Roundabout is a circular  
intersection that converts all entering  
movements into right turns. There are no  
traffic signals or stop signs. Because of its  
geometric design, it has the ability to calm  
traffic, reduce delays and ... most  
importantly ... reduce accidents.

Here's how it works:

**HOST (cont.):** As you approach the  
roundabout, signs will indicate the traffic  
flow.

**HOST VO:** It is important to know where you  
are headed before you enter the  
Roundabout. Then pull into the marked  
lane that will take you there.

**HOST (cont.):** Next: slow down. The design  
of the Modern Roundabout actually leaves

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2.13 Cut to shot yield sign as host drives into the shot, camera follows car as it stops for traffic

2.14 Cut to driver POV as the action follows the dialog

2.16 montage of roundabout signs and drivers

Host on side of the road

**HISTORY**

2.18 archival footage

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no other choice but to go slowly. Speeds drop to 20 to 25 miles per hour.

**HOST VO:** Yield left. As you slow down, you will look to your left and if there is traffic already in the roundabout, you yield. That means stop and let them pass. Once traffic has cleared and there is an opening, you may proceed through the roundabout.

**HOST VO:** Again – slow down as you approach, move into your proper lane, look left, yield to traffic on your left and move right. Then just exit the roundabout in the direction you want to go.

Whether driving through a traditional intersection or a Modern Roundabout, the *most important* safety element remains the driver behind the wheel. By learning what the signs mean and following the rules, you can help protect yourself, your family and your neighbors.

Many drivers are unfamiliar with the Modern Roundabout. It is not the same as the original circular intersection designs that were introduced in the early part of the 20<sup>th</sup> Century.

Paris, Rome and New York City were

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2.19 archival photo or footage

Host on side of the road

2.20 (Series) Modern Roundabout showing yielding traffic

2.21 Cut to host driving Modern Roundabout, various angles.

Host on side of the road

2.24 Fred Carpenter – Payson Town Manager

amongst the first to adopt them.

Unfortunately, these early designs gave priority to *entering* vehicles. This flaw facilitated high speed entries ... a lot of accidents ... and a huge problem with traffic congestion.

Modern Roundabouts use what was learned from those early mistakes. Redesigned in the 1960's, the center island and entry lanes were reshaped to cause traffic to slow down and to give right-of-way to vehicles *in* the roundabout.

**HOST (cont.):** The rules of a Modern Roundabout require drivers to *yield at entry*. You must first slow down, look left, and, before entering, yield to the traffic already in the roundabout.

Europe and Australia have had great success using this new design. In 1990, the first Modern Roundabout was built in the United States. And, since then, many communities across the country have enthusiastically embraced it.

**TESTIMONIAL:** (Fred Carpenter) I think in the beginning, people were quite skeptical about the roundabouts, but over time, they've grown very accepting of it. In fact, we'd like to have them all over town, up

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2.25 roundabout graphic  
animation & text:

*BENEFITS OF THE MODERN  
ROUNABOUT*

2.26 Cut to host standing in front  
of a Roundabout

*Super: Roundabouts handle  
more traffic without  
congestion or delays*

2.27 Cut to series of b-roll shots  
of traffic in a roundabout

*Super: MODERN  
ROUNABOUTS*

*Less Fuel*

*Less pollution*

2.28 Cut to cars sitting at stop  
signs

2.29 Cut to cars sitting at traffic  
lights

*Super: MODERN  
ROUNABOUTS*

*Less expensive*

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and down the main highways.

**HOST:** Because there are no stop signs or lights, the traffic can flow into and through the intersection without long delays. In this way, the roundabout is able to handle increased traffic without congestion. More vehicles can pass through the intersection in a shorter period of time.

**HOST VO:** additionally, the stream of continuously moving traffic reduces both fuel consumption and air pollution.

Vehicles do not sit at idle as they do at intersections controlled by traffic signals and must move slowly through a Modern Roundabout.

Modern Roundabouts are safer and cost effective too. They typically use less land, and they are easier to maintain than intersections with traffic signals.

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2.30 Cut to host standing in front of a Roundabout with cars moving through

2.31 Cut to cars slowing down at a roundabout

2.32 dissolve to b-roll of roundabouts in other communities

Super: Insurance Inst. Logo & graphic text

*MODERN ROUNDABOUTS:*

*Reduces traffic accidents by 75%*

*Reduces fatal accidents by 90%*

2.33 Cut to host at roundabout as emergency vehicle passes

2.34 Officer Goodman – Arizona Department of Public Safety (AZ DPS)

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**HOST (cont.):** Perhaps the greatest advantage to Modern Roundabout designs is that they're safer.

**HOST VO:** The mere fact that drivers must slow down and yield before entry greatly reduces the number of accidents, injuries and fatalities.

In dozens of communities around the country where Modern Roundabouts have already been introduced, safety has improved.

The Insurance Institute for Highway Safety reports that a Modern Roundabout can reduce accidents by 75 percent and fatal accidents by up to 90 percent.

**HOST (cont.):** Even emergency responders have noticed the remarkable difference.

**TESTIMONIAL:** (Officer Goodman) In a traditional intersection, you have a lot of angle accidents, where one vehicle will run a red light and collide with another vehicle that is going through on a green light. And those accidents can oftentimes be very serious accidents. In roundabouts,

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2.35 Back to host at roundabout

what you see mostly are minor accidents, angle, sideswipe type accidents where very few injuries and mostly just property damage to the vehicles.

**HOST:** Just another good reason why many neighborhoods and local governments support the installation of Modern Roundabouts.

2.36 DRIVER 1 ON CAM

**DRIVER 1:** What about large vehicles like trucks, semis and RVs?

2.37 Cut to Host at roundabout with truck, semi and a RV behind her

**HOST:** That's not an issue. The geometric design allows all vehicles to navigate all turning movements through the roundabout. The apron is there to give larger vehicles a little extra space to maneuver through the roundabout.

2.38 DRIVER 2 ON CAM

**DRIVER 2:** What happens if there is a fire truck or a police car?

2.39 Cut to Host at roundabout with emergency vehicle behind her

**HOST:** Just like any other situation, traffic must yield to all emergency vehicles.

2.40 Cut high shot of cars exiting the roundabout as an emergency vehicles drives through

**HOST VO:** Exit the roundabout at your first opportunity and pull as far to the right as safely possible.

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2.41 PEDESTRIAN ON CAM

**PEDESTRIAN:** If I'm walking, and I want to get across the intersection, what do I do?

2.42 Cut to series of pedestrian b-roll shots

**HOST VO:** Use crosswalks and use caution. Pedestrians have the right of way, but as a pedestrian, don't assume drivers will stop for you. Make sure cars stop before you enter the crosswalk.

2.43 BICYCLIST ON CAM

**BICYCLIST:** When we get to a roundabout, do we walk our bike across or ride our bike across?

2.44 Cut bicyclist riding and walking b-roll

**HOST VO:** Either. If you are riding, follow the rules of the road. If you are walking your bike, use the crosswalks and use caution.

2.45 DRIVER 3 ON CAM

**DRIVER 3:** What if I'm pulling a horse or a boat trailer?

2.46 Cut to host standing in front of Boat and horse trailers in the roundabout

**HOST:** This is similar to driving a semi or other large vehicle. Don't forget, it's okay for you to drive on the apron if you need to.

2.47 DRIVER 4 ON CAM

**DRIVER 1:** What if I have an accident in the roundabout?

2.48 Host standing in front of the

**HOST VO:** If your car is drivable, exit the

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roundabout with a car parked  
on the right of the road

2.49 DRIVER 5 ON CAM

2.50 High shot of four cars  
pulling up & entering  
roundabout b-roll at the same  
time

2.51 DRIVER 6 ON CAM

2.52 graphic animation of merge  
action and yielding action

2.53 Cut b-roll of car yielding at a  
roundabout

2.54 Host in front of the  
roundabout

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roundabout and pull as far to the right as  
safely possible.

**DRIVER 2:** Who has right of way when  
everyone arrives at the same time?

**HOST VO:** It is safe for any or all of the  
drivers to enter the roundabout since the  
traffic will be staggered at each entry  
point. Just remember, the traffic inside the  
roundabout has the right of way.

**DRIVER 3:** I always get confused about  
yielding and merging. What's the  
difference?

**HOST VO:** When approaching a roundabout,  
you never merge. All approaching  
motorists must yield.

When yielding you are responsible for  
stopping for traffic in the lane you wish to  
enter. You must wait for a break in the  
traffic before entering the lane or  
roundabout.

**HOST:** Remember at the Modern  
Roundabout, all traffic entering the

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Approved: \_\_\_\_\_

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roundabout must yield. We wait until it is safe to enter.

The modern roundabout is an alternative to the traditional intersection ... It is also more fuel efficient, creates less pollution, moves traffic, saves tax dollars and the modern roundabout is safer.

And that is most important to everyone.

Thank you for watching and please, drive safely.

-END-

[www.azdot.gov/Roundabout](http://www.azdot.gov/Roundabout)

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